238. (Once Amended) The method of claim 237 wherein the software instructions are further arranged to determine a duration of the invisibility.

239. (Once Amended) The method of claim 225 wherein the software instructions are further arranged to determine a duration of visibility of the specific content to a user.

241. (Once Amended) The content display site of claim 135 wherein the processor is further adapted to begin monitoring at the beginning of the display of the specific portion of the content, and wherein the processor is further adapted to cease monitoring at the end of the display of the specific portion of the content.

REMARKS

Reconsideration and allowance of the subject application are respectfully requested.

Claims 66-85 and 101-241 are pending in the application. Claims 66, 67, 101, 116, 126, 134, 135, 140, 148, 161, 163, 167, 182, 201 and 225 are independent.

Claims 66-82, 84, 101, 102, 108-116, 118-132, 134-142, 144-148, 151, 152, 154-161, 163, 164, 166, 167, 172-184, 190-201, 208, 225, 226, 228-239, and 241 have been amended herein. While traversing the rejections and solely to advance the case to issue, these claims have been amended to clarify the features thereof with respect to the specification and drawings, and not for any purpose related to statutory requirements.

Applicant notes with appreciation that the Examiner conducted an interview with Applicant's attorney on November 28, 2001. At the interview, the July 17, 2001 Office Action was discussed, as were the cited prior art and proposed amendments to the claims.

-23-

The title has been amended to overcome the objection thereto.

A set of formal drawings have been prepared and are transmitted herewith, as required.

The specification has been amended to include a FIG. 7 and to include references to FIG. 7 in paragraphs that appear on original specification pages 18, 20 and 21. These amendments to the specification include a flow chart, and a description thereof, of a method of operation of a network according to one embodiment of the invention. None of the amendments to the specification constitute new matter. Rather, they reiterate information already included in the specification and the claim language included in the originally filed application, for example, at page 20, line 16 through page 21, line 7 of the originally filed application.

Claims 66-85 and 101-241 were rejected under 35 U.S.C. § 112, paragraphs 1 and 2, for the reasons noted at Paragraphs 9 – 19C of the Office Action. Applicant traverses the rejections. As amended, it is believed that all of Claims 66-85 and 101-241 meet all of the requirements of 35 U.S.C. § 112, paragraphs 1 and 2.

In Paragraphs 19A and 19B of the Office Action, Claims 116 and 163 and the claims dependent thereon are rejected under 35 U.S.C. § 112, ¶ 2 for failing to particularly point out and distinctly claim the subject matter that the Applicant regards as the invention. In response to these rejections, Claims 116 and 163 have been amended to specify that the steps of the methods are performed "electronically" to thereby indicate that the steps are performed by an electronic device. Applicant has not amended Claims 116 and 163 using the language suggested in Paragraph 19 of the Office Action, *i.e.*, "a computer implemented method," because Applicant believes this language to be too limiting. Specifically, the invention as claimed in Claims 116 and 163 is not limited to implementation by a computer, a computer system or a computer network but instead may be implemented using any number of electronic devices capable of electronically displaying data and electronically monitoring, etc. Thus, although the invention is described in terms of a computer, computer system and a computer network, these terms merely

- 24 -

pertain to a preferred embodiment of the invention. For example, the invention may also be implemented using a combination of electronic television devices and electronic computer devices. Specifically, the display screen/monitor described in the application may be implemented using not only a computer monitor but also a personal digital assistant monitor or a television monitor. It is believed that this newly amended claim language clarifies and more particularly points out the Applicant's invention and that the clarity of the amended language precludes the need for further explanation.
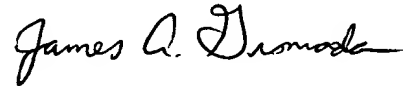
In Paragraph 20 of the Office Action, Claims 66-85 and 101-241 have been rejected under 35 U.S.C. § 103(a) as being obvious over Curran et al. (U.K. Patent GB 2250112A), in view of Brown (Using Netscape 2 – Special Edition) and Capps (U.S. Patent No. 5,634,100), and further in view of Official Notice. In Paragraph 21 of the Office Action, Claims 66-85 and 101-241 have been rejected under 35 U.S.C. § 103(a) as being obvious over Curran et al., in view of Brown and Cannon et al. (U.S. Patent No. 5,673,382), and further in view of Official Notice. However, amended Claims 66-85 and 101-241 recite novel, nonobvious combinations of structure and/or function for monitoring a display to determine an extent to which a specific content is displayed by a display device. In contrast, none of the cited references discloses the monitoring of a display device to determine an extent to which a specific content is displayed by a display device. Thus, Applicant respectfully submits that amended Claims 66-85 and 101-241 each recite one or more limitations not found in any of the cited references such that the claims are patentable thereover.

For the above-noted reasons, the pending claims are allowable over the cited art.

Applicant submits that the application is in condition for allowance. Favorable reconsideration, withdrawal of the rejections set forth in the above-noted Office Action, and an early Notice of Allowance are requested.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 625-3500. All correspondence should be directed to our address given below.

Respectfully submitted,

James A. Gromada

Attorney for Applicant
James A. Gromada
Registration No. 44,727

Patent Administrator
KATTEN MUCHIN ZAVIS
525 West Monroe Street, Suite 1600
Chicago, Illinois 60661
Fax: (312) 902-1061

The paragraph beginning on page 20 of the specification at line 4 should be amended as follows:

--FIGS. 3A, 3B and 3C are simplified diagrams of a network according to one aspect of the invention and FIG. 7 illustrat[ing]es [operation of one aspect of the invention] a method 700 of operating the network according to another embodiment of the invention. The method 700 of FIG. 7 may be implemented via computer software instructions executed by any of the devices included in FIGS. 3A, 3B and 3C. A content display site 302 (which can be embodied by a conventional client computer) is linked via a network communication line (or lines) 303 to a content provider site 301 (which can be embodied by a conventional server computer). (Typically, the network links multiple content display sites with multiple content provider sites; a single content display site 302 and a single content provider site 301 are shown in FIGS. 3A, 3B and 3C for simplicity. Additionally, it is to be understood that each site on the network can function as both a content display site and a content provider site.) As shown in FIGS. 3A and 7, the client computer at the content display site 302 requests content from the server computer at the content provider site 301 over the network communication line 303 in a step 702. As shown in FIGS. 3B and 7, and server computer at the content provider site 301 provides content to the client computer at the content display site 302 over the network communication line 303 in a step 704. According to this aspect of the invention, in response to the request for content from the content provider site 301, a set of monitoring instructions (which can be embodied, for example, in a computer program) are also transferred to the content display site 302 in a step 706. Although shown in FIG. 7 as occurring after the transfer of content, [T]the transfer of the monitoring instructions can occur before, with or after the transfer of the content. As explained in more detail below, the monitoring instructions can occur before, with or after the transfer of the content. As explained in more detail below, the monitoring instructions cause the client computer at the content display site 302 to monitor the display of the content to produce monitoring information regarding the manner in which the content is displayed in a set of steps

- 27 -

708 and 710. As shown in FIG. 3C, the monitoring information is transferred from the content display site 302 to the content provider site 301 over the network communication line 303 in a step 712. (The monitoring information could, alternatively or additionally, be transferred to another site that is part of the network.) Review of the monitoring information produced by the monitoring instructions can enable conclusions regarding the user's observation of the content to be deduced, as explained in more detail below in a step 714. (It should be noted, that, more generally, monitoring instructions according to the invention can be used to monitor the display of content on a computer system whether or not the computer system is part of a network and receives content and monitoring instructions over the network.)--

66. (Twice Amended) A method for monitoring [a display] an extent to which a set of information contained in a specific [of] content has been disseminated by a computer system, comprising:

electronically monitoring the position [of the content display] at which the specific content is displayed on a display screen of the computer system;

[evaluating the position of the content display on the display screen to produce monitoring information regarding display of content] generating a set of data based on the step of monitoring, the set of data indicating an extent to which the specific content was displayed on the display screen; and

processing the set of data to obtain a first set of information regarding an extent to which a second set of information contained in the specific content has been disseminated by the computer system.

67. (Once Amended) A computer readable storage medium, wherein the computer readable storage medium stores program code thereon, and wherein the program code, when executed by a computer, performs the following functions:

a) electronically monitoring [display of content] an extent to which a specific content received over the Internet at a first location is displayed at the first location;

b) electronically generating [monitoring] a set of data [resulting from the content monitoring] at the first location, the set of data resulting from the step of electronically monitoring;

c) electronically transferring the [monitoring] data to a [remote] second location that is located remotely from the first location; and

d) electronically processing the monitoring data at the second location to obtain information regarding the dissemination of the specific content.

- 29 -

68. (Once Amended) The computer readable storage medium of claim 67 wherein at least a portion of the program code is received from a [second remote] <u>third</u> location <u>that is located remotely from the first location</u>.

69. (Once Amended) The computer readable storage medium of claim 68 wherein the content is received from a [third remote] <u>fourth</u> location <u>that is remotely located from the first location</u>.

70. (Once Amended) The computer readable storage medium of claim [69] <u>68</u> wherein the third [remote] location is the second [remote] location.

71. (Once Amended) The computer readable storage medium of claim 69 wherein the [second remote] <u>fourth</u> location is the [first remote] <u>third</u> location.

72. (Once Amended) The computer readable storage medium of claim [69] <u>71</u> wherein the [third remote] <u>fourth</u> location is the [first remote] <u>second</u> location.

73. (Once Amended) The computer readable storage medium of claim 69 wherein the [first,] second, [and] third<u>, and fourth</u> [remote] locations are the same location.

74. (Once amended) The computer readable storage medium of claim 68 wherein the [second remote] <u>third</u> location is the [first remote] second location.

75. (Once Amended) The computer readable storage medium of claim 67 wherein the <u>specific</u> content has a position on a display and wherein the function (a comprises the function of monitoring the position of the <u>specific</u> content on the display.

76. (Once Amended) The computer readable storage medium of claim 75 wherein the specific content is a first content <u>and the position is a first position</u>, wherein second content is

displayed on the display, wherein the second content has a second position on the display, and wherein the function a) comprises the function of comparing the first position[s of the first and second content on the display] to the second position.

77. (Once Amended) The computer readable storage medium of claim 76 wherein the function a) comprises the function of determining whether one of the first and second content occludes at least a portion of the other of the first and second content on the display.

78. (Once Amended) The computer readable storage medium of claim 77 wherein the function a) comprises the function of determining a duration of the occlusion.

79. (Once Amended) The computer readable storage medium of claim 67 wherein the function b) comprises the function of generating a set of data relating to a cursor being over the specific content on the display.

80. (Once Amended) The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring a change in time with respect to a characteristic of the specific content on the display.

81. (Once Amended) The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring a duration that the specific content is displayed on the display.

82. (Once Amended) The computer readable storage medium of claim 67 wherein the function a) comprises the function of monitoring selection of a hyperlink within an area of the specific content.

84. (Once Amended) The computer readable storage medium of claim 67 wherein the data is electronically transferred from the first location to the [remote] second location by way of the Internet.

101. (Once Amended) A content display site [arranged to monitor display of content on a display screen in order to produce monitoring information regarding the display of the content, and to electronically transmit the monitoring information to a remote site, wherein at least a portion of the content is received by the content display site from a web site] comprising:

a display device for displaying a content, at least a specific portion of the content being received at the content display site from a web site;

a processor coupled to the display device, the processor being adapted to monitor the display device to detect an extent to which the specific portion of the content is displayed by the display device, the processor being further adapted to produce data regarding the extent to which the specific portion of the content is displayed by the display device; and,

a data transmission device coupled to the processor for transmitting the data to a remote site for use in determining an extent to which the specific portion of the content has been disseminated at the display device.

102. (Once Amended) The content display site of claim 101 wherein the remote site is a first remote site, and wherein a program relating to the monitoring of the display [of the content on the display screen] device is received from a second remote site.

108. (Once Amended) The content display site of claim 101 wherein the content has a position on the display [screen] device, and wherein the [content display site] processor is further [arranged] adapted to monitor the position of the content on the display [screen] device.

109. (Once Amended) The content display site of claim 101, wherein the processor is further [arranged] adapted to determine whether at least a portion of the content is occluded.

- 32 -

110. (Once Amended) The content display site of claim 109, wherein the processor is further [arranged] adapted to determine a duration of the occlusion.

111. (Once Amended) The content display site of claim 101, wherein the processor is further [arranged] adapted to determine a duration of non-occlusion of the content.

112. (Once Amended) The content display site of claim 101, wherein the processor is further [arranged] adapted to generate data relating to a cursor being over the content on the display [screen] device.

113. (Once Amended) The content display site of claim 101, wherein the processor is further [arranged] adapted to monitor a duration that the content is displayed on the display [screen] device.

114. (Once Amended) The content display site of claim 101, wherein the processor is further [arranged] adapted to monitor selection of a hyperlink within an area of the content.

115. (Once Amended) The content display site of claim 101, wherein the data transmission device is [further arranged] adapted to transmit demographic information as well as the [monitoring information] data.

116. (Once Amended) A method of monitoring an extent to which a specific content [being] is displayed on a display screen at a content display site, wherein at least part of the specific content is received at the content display site from a first web site, and further wherein the specific content is only a portion of a total content displayed by the display screen, the method comprising: electronically monitoring [a display of the content at the content display site to produce monitoring information regarding the display of the content] an extent to which the specific content is displayed on the display screen;

- 33 -

electronically generating information regarding the extent to which the specific content is displayed on the display screen; and

electronically transmitting the [monitoring] information from the content display site to a second web site for use in determining an extent to which the specific content has been disseminated at the content display site.

118. (Once Amended) The method of claim 116 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises monitoring [the] a position of the specific content.

119. (Once Amended) The method of claim 116 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises determining whether the specific content is at least partially occluded.

120. (Once Amended) The method of claim 119 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises determining a duration of the occlusion.

121. (Once Amended) The method of claim 116 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises determining a duration of non-occlusion of the specific content.

122. (Once Amended) The method of claim 116 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises generating data relating to a cursor being over the specific content.

- 34 -

123. (Once Amended) The method of claim 116 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises monitoring a duration that the specific content is displayed.

124. (Once Amended) The method of claim 116 wherein the monitoring of the [display of the content] extent to which the specific content is displayed on the display screen at the content display site comprises monitoring selection of a hyperlink within an area of the specific content.

125. (Once Amended) The method of claim 116 wherein the electronic transmission of the [monitoring] information comprises transmitting demographic information.

126. (Once Amended) A content display site [arranged to monitor a position of content on a display screen in order to produce monitoring information indicating the position, and to electronically transmit the monitoring information to a remote site] comprising:

a display device for displaying a plurality of images, the images containing informational content;

a processor coupled to the display device, the processor being adapted to monitor the display screen to detect one or more positions at which one or more of the images are displayed on the display device and being further adapted to produce data indicating the positions; and

a data transmission device for electronically transmitting the data to a remote site for use in determining an extent to which the informational content contained in the images was disseminated at the content display site.

127. (Once Amended) The content display site of claim 126 [further arranged], the processor being further adapted to monitor the position of one or more images on the display screen, to compare the position of the informational content to the position of the one or more images, and to include results from the comparison in the [monitoring information] transmitted data.

- 35 -

128. (Once Amended) The content display site of claim 127 [further arranged], the processor being further adapted to determine whether the informational content is at least partially occluded by the one or more images.

129. (Once Amended) The content display site of claim 128 [further arranged], the processor being further adapted to determine a duration that the informational content is at least partially occluded by the one or more images.

130. (Once Amended) The content display site of claim 129 [further arranged], the processor being further adapted to determine whether the informational content is fully occluded by the one or more images.

131. (Once Amended) The content display site of claim 127 wherein one of the one or more images is a pointer, and wherein the [content display site is further arranged] processor is further adapted to determine a number of times that the pointer enters an area defined by the informational content.

132. (Once Amended) The content display site of claim 126 [further arranged], the processor being further adapted to determine a duration that the informational content is non-occluded.

134. (Once Amended) A method for monitoring [a display of] an extent to which a specific content is displayed on a computer at a content display site comprising:

electronically monitoring a change in time of a characteristic of the display of the specific content [to produce monitoring information indicating the change in time] using the computer; [and]

electronically producing information indicating the change in time using the computer, based on the step of electronically monitoring; and

- 36 -

electronically transmitting the [monitoring] information <u>from the computer</u> to a remote site over the Internet.

135. (Once Amended) A content display site [arranged to ascertain a beginning of display of content on a display screen, to ascertain an end of the display of the content, and to monitor the display of the content, wherein the content display site begins the monitoring when the beginning of the display of the content is ascertained, and wherein the content display site ceases the monitoring when the end of the display of the content is ascertained] <u>comprising:</u>

<u>a display device for displaying a content; and</u>

<u>a processor, coupled to the display device, for detecting when the display device starts displaying a specific portion of the content and for detecting when the display device stops displaying the specific portion of the content, the processor being adapted to monitor the display device when the display device starts displaying the specific portion of the content and to cease monitoring the display device when the display device stops displaying the specific portion of the content.</u>

136. (Once Amended) The content display site of claim 135 wherein the <u>specific portion of the</u> content has a position on the display [screen] device, and wherein the [content display site is further arranged] <u>processor is further adapted</u> to monitor the position of the <u>specific portion of the</u> content on the display [screen] <u>device</u>.

137. (Once Amended) The content display site of claim 135 wherein the [content display site is further arranged] <u>processor is further adapted</u> to monitor a change in time of a characteristic of the <u>specific portion of the</u> content on the display [screen] <u>device</u> at the content display site.

138. (Once Amended) The content display site of claim 135 wherein the [content display site is further arranged] <u>processor is further adapted</u> to determine a duration that the <u>specific portion of the</u> content is at least partially occluded.

- 37 -

139. (Once Amended) The content display site of claim 135 wherein the [content display site is further arranged] processor is further adapted to determine a duration that the specific portion of the content is non-occluded.

140. (Once Amended) A method for electronically monitoring [a display of content] an extent to which a specific content is displayed on a display screen at a content display site, wherein the specific content is provided to the content display site by a content provider site over the Internet [to the content display site], and wherein the specific content is only a portion of a total content displayed by the display screen at the content display site, the method comprising:

electronically receiving [a monitoring program] content display data at the content display site from a remote site, the content display data including the specific content, and further including a set of software instructions for monitoring the extent to which the specific content is displayed on the display screen; [and]

[monitoring display of the content in accordance with the monitoring program so as to produce monitoring information regarding the display of the content] executing the software instructions at the content display site, the software instructions being adapted to monitor an extent to which the specific content is displayed at the content display site and being further adapted to generate monitoring data that indicates the extent to which the specific content is displayed at the display site.

141. (Once Amended) The method of claim 140 wherein the software instructions for monitoring [program is] are received at the content display site by way of a transmission over the Internet.

142. (Once Amended) The method of claim 140 wherein the remote site is a first remote site, and wherein the method comprises transferring the monitoring [information] data to a second remote site that is part of the Internet.

- 38 -

144. (Once Amended) The method of claim 140 wherein the specific content has a position on the display screen, and wherein the method further comprises monitoring the position of the specific content on the display screen.

145. (Once Amended) The method of claim 140 wherein the [monitoring of the display of the content comprises monitoring] software instructions are further adapted to monitor a change in time of a characteristic of the content on the display screen at the content display site.

146. (Once Amended) The method of claim 140 wherein the [monitoring of the display of the content comprises determining] software instructions are further adapted to determine a duration that the specific content is at least partially occluded.

147. (Once Amended) The method of claim 140 wherein the [monitoring of the display of the content comprises determining] software instructions are further adapted to determine a duration that the specific content is non-occluded.

148. (Once Amended) A method of electronically monitoring [display] an extent to which a first content is displayed at a content display site, the [of] first content [that is] being provided by a content provider site over the Internet to the content display site, wherein the Internet operates according to a protocol that enables second content to be transferred to the content display site in response to selection of a portion of the first content being displayed at the content display site, the method comprising:

electronically receiving [a monitoring program] first content display data at the content display site, the first content display data including the first content and a set of software instructions for monitoring the extent to which the first content is displayed at the content display site, wherein the [monitoring program] first content display data is received from a remote site; and,

[monitoring the display of the first content in accordance with the monitoring program so as to produce monitoring information regarding the display of the first content] executing the

- 39 -

software instructions at the content display site, the software instructions being adapted to generate monitoring data that indicates the extent to which the first content is displayed at the content display site.

151. (Once Amended) The method of claim 148 wherein the [monitoring program is] software instructions are received at the content display site by way of a transmission over the Internet.

152. (Once Amended) The method of claim 148 wherein the remote site is a first remote site, and wherein the method further comprises electronically transferring the monitoring [information] data to a second remote site that is part of the Internet.

154. (Once Amended) The method of claim 148 wherein the first content has a position on a display, and wherein the [monitoring of the display of the first content comprises monitoring] software instructions are further adapted to monitor the position of the first content on the display.

155. (Once Amended) The method of claim 148 wherein the [monitoring of the display of the first content comprises monitoring] software instructions are further adapted to monitor a change in time of a characteristic of the first content on a display screen at the content display site.

156. (Once Amended) The method of claim 148 wherein the [monitoring of the display of the first content comprises determining] software instructions are further adapted to determine a duration that the first content is at least partially occluded.

157. (Once Amended) The method of claim 148 wherein the [monitoring of the display of the first content comprises determining] software instructions are further adapted to determine a duration that the first content is non-occluded.

- 40 -

158. (Once Amended) The method of claim 148 wherein the [monitoring of the display of the first content comprises monitoring display of the second content and including information about the second content in the monitoring information] software instructions are further adapted to monitor an extent to which the second content is displayed at the content display site and further adapted to generate second monitoring data that indicates the extent to which the second content is displayed at the content display site.

159. (Once Amended) The method of claim 148 wherein the [monitoring of the display of the first content comprises] software instructions are further adapted to:

ascertain[ing] a beginning time of the display of the first content;

ascertain[ing] an end time of the display of the first content; and,

[monitoring the display of the first content] monitor an extent to which the first content is displayed beginning when the display of the first content is ascertained and ceasing when the end of the display of the first content is ascertained.

160. (Once Amended) The method of claim 148 wherein the [monitoring of the display of the first content comprises resuming monitoring of the display of the first content] software instructions are further adapted to resume monitoring of an extent to which the first content is displayed whenever the first content re-appears on a display screen after an absence of visibility of the first content.

161. (Once Amended) A method of monitoring [display] an extent to which a specific content is displayed at a content display site [of content] the specific content being received at the content display site from [that is provided by] a content provider site over the Internet [to the content display site], wherein the content provider site is a web site, the method comprising:

electronically monitoring the extent to which the specific content is displayed at the content display site [display of the content] to produce monitoring information [regarding the display of the content at the content display site]; and,

- 41 -

electronically transferring the monitoring information from the content display site to a remote site of the Internet that is different from the content provider site for use in determining an extent to which informational content contained in the specific content has been disseminated.

163. (Once Amended) A method of monitoring [display of content] an extent to which a specific content is displayed at a content display site, wherein the specific content is electronically transferred to the content display site from a remote site, and wherein the specific content is only a portion of the total content displayed by the display, the method comprising:

electronically [displaying the content at the content display site] causing the content display site to generate the display of the specific content at the content display site; and,

electronically monitoring [the display of the content] an extent to which the specific content is displayed at the content display site [so as to produce monitoring information regarding the display of the content], wherein the steps of [displaying and the monitoring of the content] electronically causing the content display site to generate the display of the specific content and the step of electronically monitoring are integrated [so that the displaying of the content initiates the monitoring of the content] such that the step of electronically causing the content display site to generate the display of the specific content automatically initiates the step of electronically monitoring.

164. (Once Amended) The method of claim 163 wherein the remote site is a first remote site, and wherein the monitoring of the [display of the content] extent to which the specific content is displayed comprises electronically transferring [the monitoring] information about the extent to which the specific content is displayed to a second remote site.

166. (Once Amended) The method of claim 164 wherein the electronic transfer of the [monitoring] information is over the Internet.

- 42 -

167. (Once Amended) In a computer network having one or more servers connectable to one or more users, a method of monitoring [the] an amount of time [a user displays content] that a content is displayed at the one or more user stations comprising:

downloading the content from a first server to one of the user stations in response to an address specified [by a client] at the user station, wherein the address [is an address] correspond[ing]s to a location of the content;

downloading an executable from a second server to the one of the user stations wherein the executable is arranged to determine the amount of time that the content downloaded from the first server is displayed by a [user] display screen at the one of the user stations; and,

uploading [client identifying indicia] information that identifies the one of the user stations and the amount of time determined by the executable from the one of the user stations to a third server.

172. (Once Amended) The method of claim 167 wherein the content has a position on a display, and wherein the uploading of [client identifying indicia] information that identifies the one of the user stations and the amount of time comprises uploading monitoring data relating to the position of the content on the display screen.

173. (Once Amended) The method of claim 172 wherein the content is first content, wherein second content is displayed on the display screen, wherein the second content has a position on the display screen, and wherein the uploading of [client identifying indicia] information that identifies the one of the user stations and the amount of time comprises updating data regarding the relative positions of the first and second content on the display screen.

174. (Once Amended) The method of claim 173 wherein the uploading of [client identifying indicia] information that identifies the one of the user stations and the amount of time comprises determining whether one of the first and second content occludes at least a portion of the other of the first and second content on the display screen.

- 43 -

175. (Once Amended) The method of claim 174 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises determining a duration of the occlusion.

176. (Once Amended) The method of claim 167 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises generating data relating to a cursor being over the content on the display screen.

177. (Once Amended) The method of claim 167 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises monitoring a change in time with respect to a characteristic of the content on the display screen.

178. (Once Amended) The method of claim 167 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises monitoring a duration that the content is displayed on the display screen.

179. (Once Amended) The method of claim 167 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises monitoring selection of a hyperlink within an area of the content.

180. (Once Amended) The method of claim 167 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises transmitting demographic information.

181. (Once Amended) The method of claim 167 wherein the uploading of [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time comprises electronically transferring [client identifying indicia] <u>information that identifies the one of the user stations</u> and the amount of time over the Internet.

- 44 -

182. (Once Amended) An automated system for monitoring a display of content on a display screen at a content display site in order to [produce monitoring information regarding the display of the content, wherein at least a portion of the content is received by the content display site via the Internet from a content provider site] determine an extent to which information contained in the content is disseminated, the system comprising:

a content display site having a display device for display of the content, the content display site being arranged to monitor the display device for the display of the content on said, wherein the content display site is further arranged to generate display data regarding the display of the content on the display device;

a content provider site coupled to the content display site via the Internet, the content provider site being arranged to supply at least a portion of the content to the content display site via the Internet;

a processor coupled to the content display site, the processor being arranged to receive the display data from content display site and to process the display data to determine an extent to which the information contained in the content was disseminated at the content display site.

183. (Once Amended) The automated system of claim 182, the processor being further arranged to electronically transmit the [monitoring information] display data to a monitoring site.

184. (Once Amended) The automated system of claim 183 wherein a [program to produce the monitoring information] set of software instructions for producing the display data is received at the content display site from a program supply site.

190. (Once Amended) The automated system of claim 182 wherein the content has a position on the display screen, and wherein the [monitoring information] display data includes data about the position of the content on the display screen.

191. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about whether at least a portion of the content is occluded.

192. (Once Amended) The automated system of claim 191 wherein the [monitoring information] display data includes data about the duration of the occlusion.

193. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about the duration of non-occlusion of the content.

194. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about a cursor being position over the content on the display screen.

195. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about the duration that the content is displayed on the display screen.

196. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about selection a hyperlink within an area of the content.

197. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes demographic information.

198. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about whether at least a portion of the content is invisible to a user.

- 46 -

199. (Once Amended) The automated system of claim 198 wherein the [monitoring information] display data includes data about the duration of the invisibility.

200. (Once Amended) The automated system of claim 182 wherein the [monitoring information] display data includes data about the duration of visibility of the content to a user.

201. (Once Amended) An automated system for monitoring a display of a part of a content on a display screen at a content display site in order to produce monitoring information regarding the display of the part of the content, [wherein] the system comprising:
a content display site coupled to the Internet and adapted to receive at least a portion of the content [is received by the content display site] from a content provider site via the Internet [from a content provider site];
a display screen coupled to the content display site and arranged to display content received at the content provider site;
a processor coupled to the content display site and adapted to monitor the display screen to detect the display of the part of the content on the display screen, the processor being further adapted to produce monitoring information that indicates an extent to which the part of the content is displayed on the display screen; and
wherein the content display site is further adapted to transmit the monitoring information to a remote site via the Internet for use in determining an extent to which information contained in the part of the content has been disseminated at the content display site.

208. (Once Amended) The automated system of claim 201, the content display site being further adapted [further arranged] to electronically transmit the monitoring information to a remote monitoring site.

225. (Once Amended) A method of collecting information about an extent to which a specific content [being] is displayed on a display screen at a content display site, wherein at least

- 47 -

part of the specific content is received at the content display site from a content provider site via the Internet, the method comprising:

providing the <u>specific</u> content to [a content display monitor at] the content display site[, wherein the content display monitor is arranged to monitor display of the content at the content display site in order to produce monitoring information regarding the display of the content]; [and,]

<u>providing software instructions with the specific content to the content display site, wherein the content display site is arranged to execute the software instructions, and wherein the software instructions are arranged to cause the content display site to monitor an extent to which the specific content is displayed at the content display site thereby further causing the content display site to produce monitoring information that indicates the extent to which the specific content is displayed at the content display site; and,</u>

receiving the monitoring information from the content display site at a site remote from the content display site <u>for use in determining an extent to which information contained in the specific content was disseminated at the content display site</u>.

226. (Once Amended) The method of claim 225 wherein the [content display monitor is] <u>software instructions are</u> provided by the remote site.

228. (Once Amended) The method of claim 225 wherein the [content display monitor monitors the] <u>software instructions are further arranged to monitor a</u> position of the <u>specific</u> content.

229. (Once Amended) The method of claim 225 wherein the [content display monitor monitors] <u>software instructions are further arranged to monitor</u> at least a part of the <u>specific</u> content.

- 48 -

230. (Once Amended) The method of claim 225 wherein the [content display monitor determines] software instructions are further arranged to determine whether the specific content is at least partially occluded.

231. (Once Amended) The method of claim 230 wherein the [content display monitor determines the] software instructions are further arranged to monitor a duration of the occlusion.

232. (Once Amended) The method of claim 225 wherein the [content display monitor determines the] software instructions are further arranged to determine a duration of non-occlusion of the specific content.

233. (Once Amended) The method of claim 225 wherein the [content display monitor generates] software instructions are further arranged to generate data relating to a cursor being positioned over the specific content.

234. (Once Amended) The method of claim 225 wherein the [content display monitor monitors the] software instructions are further arranged to monitor a duration that the specific content is displayed.

235. (Once Amended) The method of claim 225 wherein the [content display monitor monitors] software instructions are further arranged to monitor selection of a hyperlink within an area of the specific content.

236. (Once Amended) The method of claim 225 wherein the [content display monitor acquires] software instructions are further arranged to acquire demographic information.

- 49 -

237. (Once Amended) The method of claim 225 wherein the [content display monitor determines] <u>software instructions are further arranged to determine</u> whether at least a portion of the <u>specific</u> content is invisible to a user.

238. (Once Amended) The method of claim 237 wherein the [content display monitor determines the] <u>software instructions are further arranged to determine a</u> duration of the invisibility.

239. (Once Amended) The method of claim 225 wherein the [content display monitor determines the] <u>software instructions are further arranged to determine a</u> duration of visibility of the <u>specific</u> content to a user.

241. (Once Amended) The [monitoring system] <u>content display site</u> of claim 135 wherein the [monitoring system begins the] <u>processor is further adapted to begin</u> monitoring at the beginning of the display of the specific portion of the content, and wherein the [monitoring system arrests the] <u>processor is further adapted to cease</u> monitoring at the end of the display of the specific portion of the content.